1916
San Diego
California
Exposition
Open All The Year 1916
A NEW International Exposition

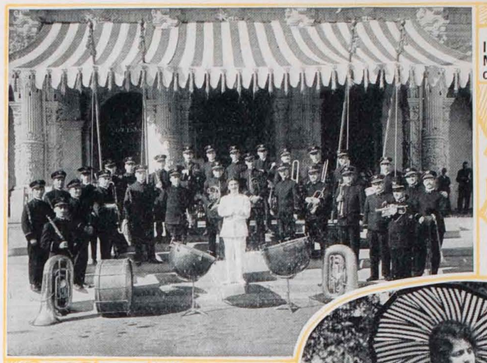
PANAMA-CALIFORNIA-INTERNATIONAL-EXPOSITION

San Diego's New International Exposition will be open through the entire year of 1916. Exhibit Buildings open every day.

Daily Admission to the grounds is 50 cents. Night Admission, 25 cents. Autos, 25 cents.

CALIFORNIA BUILDING

The Exposition Grounds comprise 614 acres in the center of beautiful Balboa Park, which, in turn is in the center of the city of San Diego. Balboa Park has a total of 1400 acres,—the largest artificial park in the world,—exceeding by 400 acres the famous Golden Gate Park in San Francisco. ¶ Additional participation of at least nineteen countries was assured early in January, and the exhibits were installed in January and February. ¶ The new exhibits have made necessary a change in the name of the 1916 Exposition to "Panama-California International Exposition." ¶ The 1915 Exposition was pronounced by two million and a half of visitors the most beautiful ever created. The Exposition's beauty will be far greater during 1916. ¶ The principal western states are represented with buildings and exhibits. Among the prominent displays made by California counties are those of Kern-Tulare and Alameda with buildings of their own, the San Joaquin valley counties in another building and those of Ventura, Los Angeles, San Bernardino, Orange, Imperial, Riverside and San Diego, in the Southern California Counties Building



Tommasino's Royal Italian Band. Official Musical Organization of the Exposition.

An afternoon crowd on the Plaza de Panama

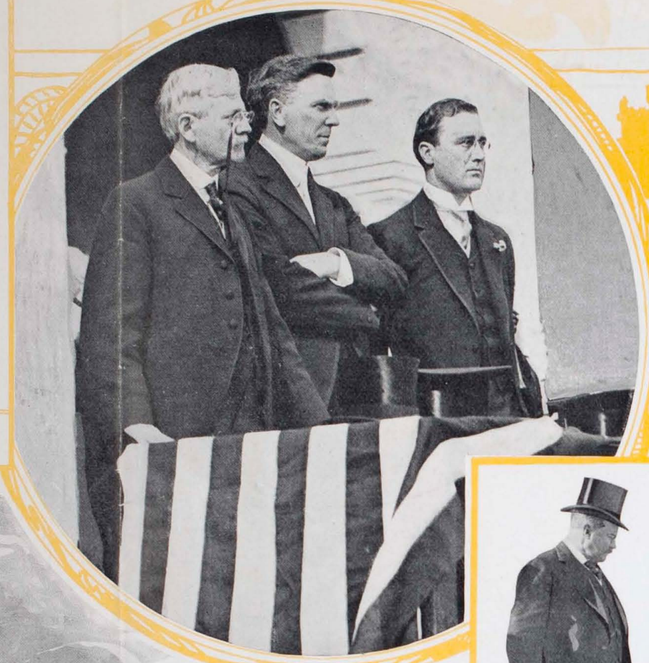
Miss "San Diego 1916"
In private life Miss Marion Vogdes

La Belle Sevilla
Leader Exposition's Spanish Dancers and Singers

Sunday afternoon at the Outdoor Pipe Organ

A corner of the Wonderful Canadian Exhibit

WM. HOWARD TAFT
Former President of the United States



THOS. R. MARSHALL, V.-Pres., U.S.A.
G. A. DAVIDSON, Pres. P.C.I. Exposition
FRANKLIN D. ROOSEVELT, Asst. Secy. U.S. Navy

THEO. ROOSEVELT
Former President of the United States

"Your charming fairyland provides ample reward for the trip any traveler can make, and proves that there is a real end of the rainbow."

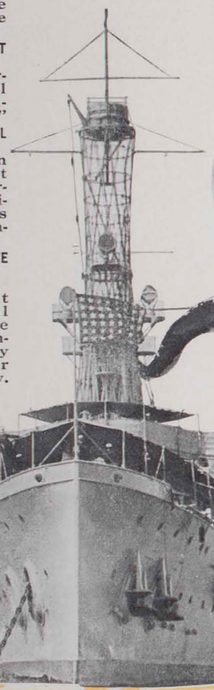
WM. HOWARD TAFT

"I shall never forget the beautiful picture your Exposition offered."

THOS. R. MARSHALL

"This Exposition is one of the most beautiful and perfect things architecturally that has ever been conceived."

FRANKLIN K. LANE



The Government Aviation School is a short distance away and government aviators may be seen flying over the grounds daily.

FRANKLIN K. LANE
Secretary of the Interior

"You have a most beautiful Exposition on a place made beautiful by nature and made more beautiful by art,---one of the most beautiful I have ever seen,---so beautiful that I wish to make an earnest plea that you will keep the Exposition going for another year. I hope not only that you will keep the Exposition running for another year, but that you will keep these buildings of rare phenomenal taste and beauty where they are."

THEO. ROOSEVELT

PIGEONS IN THE PLAZA DE PANAMA

CHILDREN'S DAY

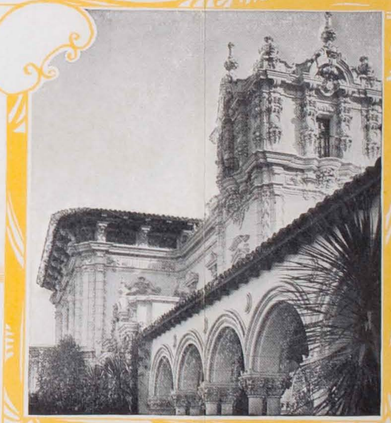
"Your Exposition is in a class by itself---the most attractive of its kind the country has seen in years."

JOHN D. HENDRICK,
Gov. of Wyoming

The largest outdoor pipe organ in the world, the gift of John D. and A. B. Spreckels, is one of the greatest musical attractions. The world's greatest bands have been engaged for the year.

"We all agree that there is but one word in the English language that describes the grounds, and that is "exquisite."

THEO. N. VAIL,
Pres. Am. Tel. & Cable Co.



EXPOSITION ARCHITECTURE

Canada, France, Italy, Russia, Germany, Switzerland, Austria, The Netherlands, Spain, Portugal, Japan, Brazil, Pan-Pacific Countries, India, and Persia are new nations participating, together with the United States Government.

U. S. MARINES
ON DRESS PARADE IN THE
PLAZA DE PANAMA

Through the participation of the United States Government, the Panama-California International Exposition is as well guarded as any city in the United States. A thousand marines of the 4th Regiment, U. S. M. C., are camped on the North part of the Exposition grounds; the 1st battalion of the 21st Regiment Infantry, has its camp on the south section of the Exposition site; the 1st Regiment U. S. Cavalry has a camp on the East, and on the West are the ships of the Pacific Fleet, the North Island government aviation station, and the fortifications of Fort Rosecrans.

The Exposition's amusement street—"THE ISTHMUS"—is half a mile long, and in addition to the best of the last year's attractions, has added a score of new features, including the best of those providing entertainment at San Francisco's "Zone."

POINTS OF INTEREST IN AND AROUND SAN DIEGO

FORT ROSECRANS.—Coaling Sta.; Ballast Point; Loseville. Point Loma Ferry; sight-seeing autos.

LOS BANOS.—Walking distance; foot of Broadway; fresh and salt water baths.

OLD MISSION.—Seven miles from 5th and Broadway. Most historic and interesting point in California; founded by Fr. Junipero Serra in 1769; old bells still in belfry; portions of old adobe walls standing. Sight-seeing automobiles.

OLD MEXICO.—Trains and sight-seeing autos.

OLD TOWN.—Where civilization began in California. First cross planted; first American flag unfurled; first palm trees planted; old jail; graveyard, and Ramona's Marriage Place. No. 8 car, sight-seeing automobiles.

CORONADO AND TENT CITY.—Street cars, ferry and sight-seeing automobiles.

OSTRICH FARM.—No. 1 electric car.

OLD SPANISH LIGHTHOUSE (Point Loma).—Beautiful view. Sight-seeing automobiles.

NEW POINT LOMA LIGHTHOUSE.—Sight-seeing automobiles.

SWEETWATER DAM.—Trains, sight-seeing autos.

TORREY PINES.—Discovered by Dr. LeCompte in 1850. Rare species of pine found only in one other place in the entire world.

THEOSOPHICAL INSTITUTE (Point Loma).—Sight-seeing automobiles.

BENNINGTON MONUMENT (Point Loma).—Sight-seeing automobiles.

WIRELESS STATION (Point Loma).—Sight-seeing automobiles.

IMPERIAL BEACH.—Electric cars or boat.

OCEAN BEACH.—Electric car, 4th and Broadway.

LA JOLLA.—Trains and gasoline motors, Fourth and Broadway.

DEL MAR.—Trains (Santa Fe).

CARDIFF.—Trains (Santa Fe).

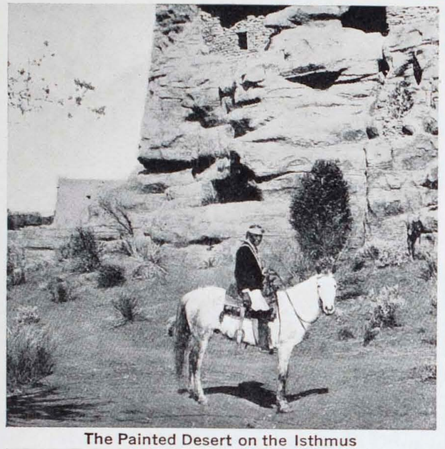
OCEANSIDE.—Trains (Santa Fe).

CORONADO ISLANDS.—By boat. Mexican possessions.

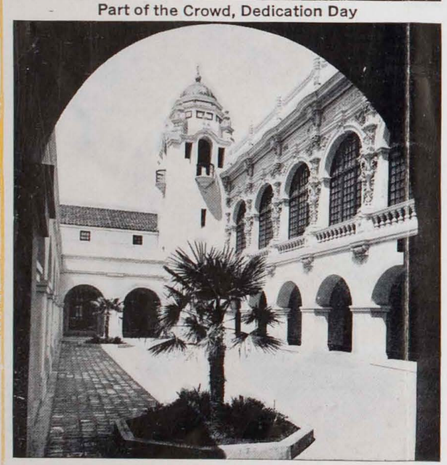
GROSSMONT.—Reached by S. D. & S. E. R. R. and sight-seeing automobiles.

A "Court of Leap Year" has been built and in this the feminine sex rule. The most beautiful spot in Southern California

Part of the Crowd, Dedication Day



The Painted Desert on the Isthmus



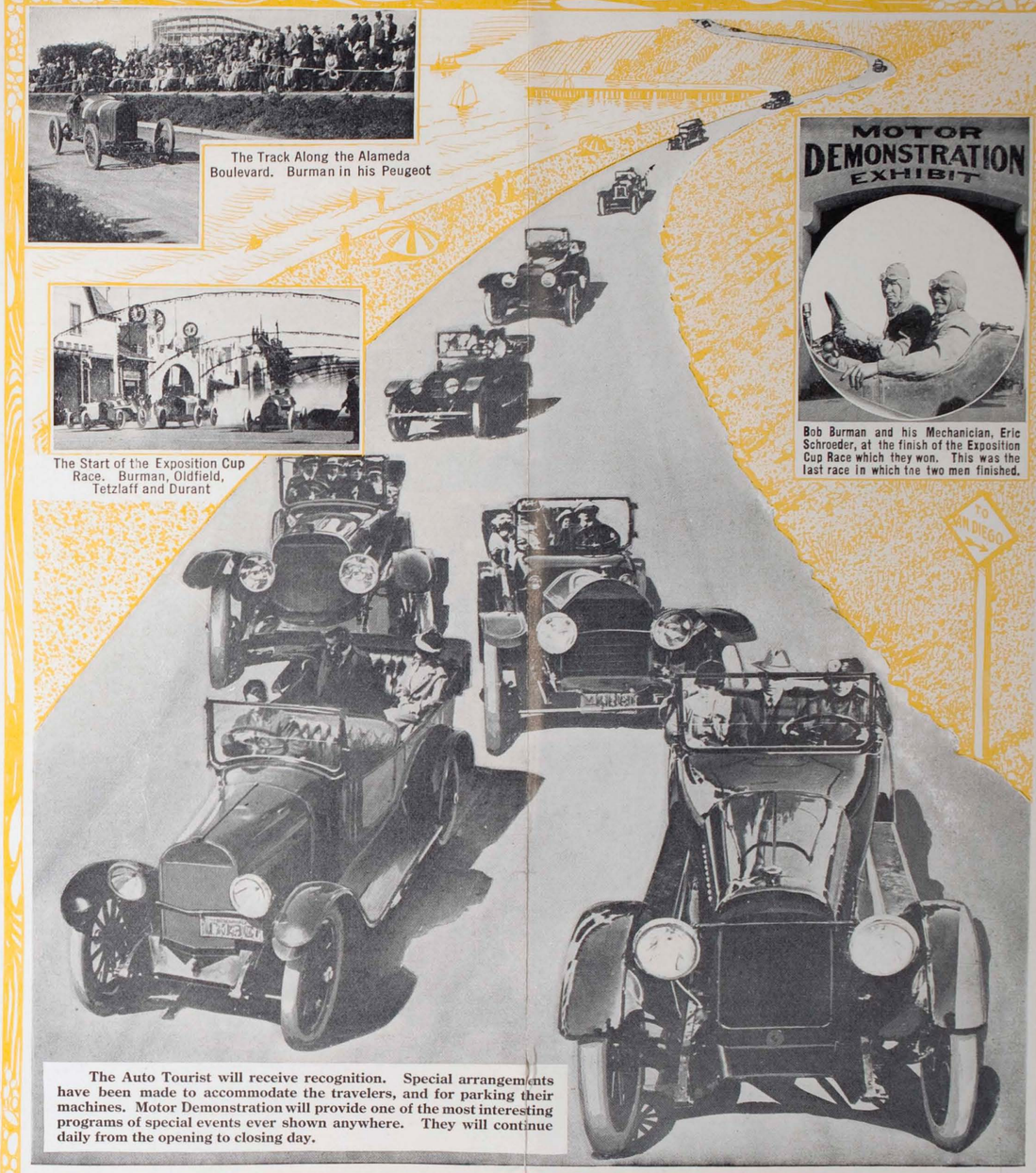
Mission Patio
Southern California Counties Building

The Mirror Pool

The Track Along the Alameda Boulevard. Burman in his Peugeot

The Start of the Exposition Cup Race. Burman, Oldfield, Tetzlaff and Durant

Bob Burman and his Mechanician, Eric Schroeder, at the finish of the Exposition Cup Race which they won. This was the last race in which the two men finished.



The Auto Tourist will receive recognition. Special arrangements have been made to accommodate the travelers, and for parking their machines. Motor Demonstration will provide one of the most interesting programs of special events ever shown anywhere. They will continue daily from the opening to closing day.

PANAMA-CALIFORNIA INTERNATIONAL EXPOSITION

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ROBT. N. BULLA, 1st Vice-Pres.
JOHN D. SPRECKELS, 2nd Vice-Pres.
EDWIN M. CAPPS, 3rd Vice-Pres.

CARL H. HEILBRON, 4th Vice-Pres.
JOHN F. FORWARD, 5th Vice-Pres.
H. J. PENFOLD, Secretary
FRANK C. SPALDING, Treasurer

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JOHN D. SPRECKELS
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S. R. FLYNN
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VERNON GOODWIN
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E. J. EISENMEYER
C. D. HAMILTON

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C. S. HUTSON
DOUGLAS WHITE

MRS. URIEL SEBREE
President
Official Womans Board

Members of Official Womans Board

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Miss ELLEN SCRIPPS, Hon. Vice-Pres.
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Miss ELIZABETH MARSTON
Mrs. FRED SHERMAN
Mrs. WALDO WATERMAN
Mrs. CLAUS SPRECKELS

Wives of Directors are ex-officio members of the Official Womans Board.

HOTELS

NAME	RATE
Albany	$1.00 to $5.00
Albatross Inn	1.00 to 1.50
Amherst	.75 to 1.50
Arno	1.00 to 1.50
Barbara Worth	1.25 to 7.00
Barstow	1.00 to 3.00
Batavia	1.00 to 2.00
Botsford	2.00 to 3.50
Burnap	.75 to 1.00
Carleton	.50 to 1.00
Colonial Inn	1.00
Chelsea	1.00 to 1.50
Costa Vista	1.00 to 2.00
Crane	.75 to 2.00
Denver	1.00 to 1.50
Federal	$1.00 to $2.00
Florence	1.00 to 3.00
Ford	1.50 to 2.50
Golden West	.50 to .75
Grand Central	1.00
U. S. Grant	1.50 to 4.50
Green	1.00 to 2.00
Haddon Hall	1.00
Harvey	1.00 to 1.50
Hawthorne Inn	1.00 to 1.50
Helix	.75 to 1.25
Holland	1.50 to 3.50
Horton	1.00 to 3.50
Imperial	.75 to 1.00
Jewett	1.00 to 3.00
Keystone	$1.00 to $2.50
Kinalmeaky Ct.	1.00 to 2.50
King Edward	1.50 to 3.00
King George	1.50 to 3.00
Kingston	1.00 to 3.00
Knickerbocker	1.00 to 2.00
Kirkland	2.00 to 3.00
Lanier	1.00 to 2.50
Robert E. Lee	1.00 to 1.50
Lloyd	.50 to 1.00
Lubin	1.00 to 3.00
Lynne	1.00 to 1.50
Manhattan	1.00 to 2.00
Martin	1.00 to 4.00
Mason	1.00 to 2.50
New Palace	$1.00 to $3.00
New Western	1.00 to 3.00
Nye	1.00 to 1.50
Onyx	1.50
Olive	1.00 to 1.50
Oxford	1.00 to 3.00
Palmer	.50 to .75
Palomar	2.50 to 3.50
Panama	1.00 to 3.00
Polhemus	1.00 to 2.50
Prescott	.75 to 1.00
Raymond	1.00
Richelieu	1.00 to 1.50
Richmond	.50 to 1.00
St. Charles	1.00 to 1.50
St. James	$1.50 to $5.50
St. Lawrence	.50 to .75
Sanford	1.00 to 6.00
San Diego	1.00 to 2.00
Schneider	1.00 to 2.00
San Remo	1.00 to 1.50
Sherwood Villa	1.00 to 1.50
New Southern	1.00 to 3.50
Upas	1.00 to 2.00
Virginia	.75 to 1.00
Washington	1.00
Wayne	1.00
Webster	1.00 to 5.00
Whipple	1.50 to 2.00
White House	1.00 to 2.00
Wilsonia	1.00 to 2.00

APARTMENT HOUSE

NAME	RATE (Weekly)
Adair	$ 9.00 to $35.00
Alexandria	17.50 to 30.00
Alpha	17.50
Aurora	17.50
Balmoral	7.00 to 15.00
Belden	6.50 to 16.00
Blake	28.00
Boston	16.00 to 17.50
Braemer	7.50 to 17.50
Buckeye	14.00
Butler	17.50 to 20.00
Cedar	10.50 to 21.00
Carnegie	7.00 to 35.00
Cliff House	14.00
Commodore	14.00 to 35.00
Cornelius	14.00 to 28.00
Dahlia	9.00 to 14.00
El Centro	14.00
El Commodo	$14.00 to $28.00
El Dorado	17.50 to 28.00
Elkins	14.00
El Ocho	17.50
El Oro	14.00 to 28.00
Franklin	17.50 to 28.00
Granada	17.50
Grand View	14.00 to 20.00
Hampton	14.00
Hawkeye	10.50 to 21.00
Hazel	5.25 to 10.50
Hermann	17.50
Highland	14.00 to 28.00
Howard	14.00 to 28.00
Idaline	17.50
Ivanhoe	14.00 to 28.00
Ivy	7.50 to 28.00
Karisa	$10.50 to $17.50
Kearney	5.00 to 6.50
Kearsarge	14.00 to 21.00
La Binda	14.00 to 21.00
La Mar	17.50 to 35.00
Lee	9.00 to 25.00
Lincoln	14.00 to 28.00
Lucerne	14.00 to 35.00
MacDonald	14.00
Maple	28.00
Mardela	7.50 to 21.00
Marshall	17.50
Mirasol	14.00 to 30.00
Norris Cluster	7.00 to 10.50
Ottawa	10.50 to 28.00
Park	17.50
Parker	17.50 to 35.00
Purrier	$14.00
Ramona	14.00 to 28.00
Rebeccah	10.50
Revere	17.50 to 28.00
Rubin Block	12.00 to 14.00
Savoy	14.00
Solar	28.00
Sparks	14.00
Spokane	14.00 to 21.00
St. Anthony	17.50
Stirling	14.00
Stevens & Hartley	14.00 to 28.00
Sumner	7.00 to 28.00
Thorbus	6.50 to 20.00
Turpin	30.00 to 35.00
Virginia	$14.00
Waldorf	28.00
Washington	14.00
Wilshire	14.00 to $28.00

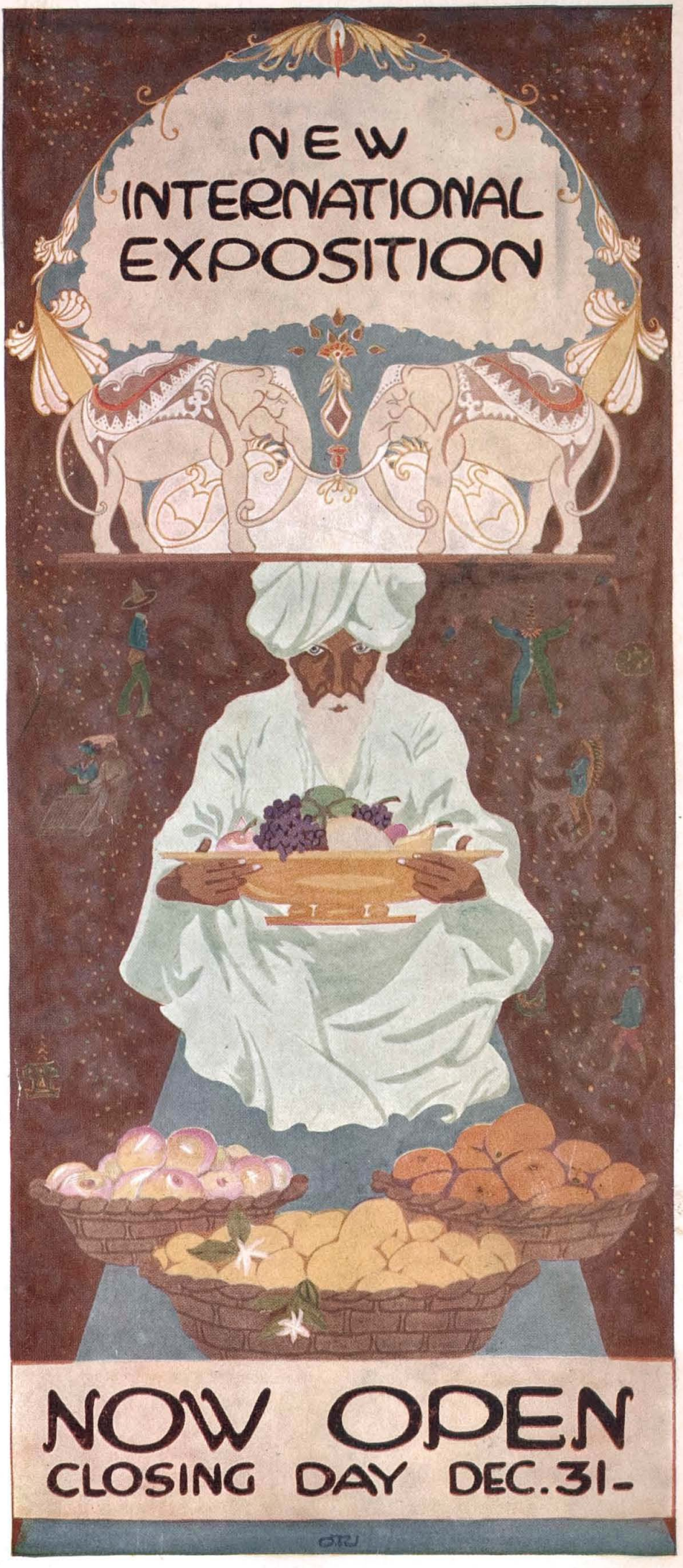
NAME	RATE (Monthly)
Andersonian	$30.00 to $45.00
Caroline	35.00 to 45.00
Esmeralda	20.00 to 40.00
Farr	20.00 to 25.00
Fern	40.00 to 50.00
Glenn	25.00
Lelia	35.00
McRae	35.00 to 65.00
Roosevelt	20.00 to 25.00
Vue de L'Eau	65.00 to 120.00

TRANSCONTINENTAL RATES

FROM \ TO	SAN FRANCISCO, OAKLAND, LOS ANGELES AND SAN DIEGO — Santa Fe going and returning, or one way via any other direct route — DATES OF SALE: May 1 to Sept. 30 inc. Final limit Oct. 31, 1916	SAN FRANCISCO — DATES OF SALE: *June 9 to 16, 1916 inclusive Final limit two months *July 23 to 30, 1916 inclusive Final limit two months	SAN FRANCISCO — One way via Portland or Seattle and North Pacific Coast — DATES OF SALE: May 1 to Sept. 30, 1916 inc Final Limit, Oct. 31, 1916	SAN FRANCISCO — DATES OF SALE: *June 9 to 16, 1916 inclusive Final limit two months *July 23 to 30, 1916 inclusive Final limit two months	PORTLAND, SEATTLE, TACOMA AND OTHER POINTS IN THE NORTHWEST — Going and returning via direct routes Use Santa Fe to and from Denver, Colorado Springs or Pueblo — DATES OF SALE: May 1 to Sept. 30, inclusive. Final limit Oct. 31, 1916	PORTLAND, SEATTLE, TACOMA AND OTHER POINTS IN THE NORTHWEST — DATES OF SALE: *June 9 to 16, 1916 inclusive Final limit two months *July 23 to 30, 1916 inclusive Final limit two months
Chicago	$72.50	$65.00	$90.00	$82.50	$72.50	$65.00
St. Louis	70.00	62.50	87.50	80.00	70.00	62.50
Missouri River	60.00	55.00	77.50	72.50	60.00	55.00
Minneapolis-St. Paul	76.95	71.95	85.97	80.97	.....	.....
Sioux City	65.20	60.20	80.10	75.10	60.00	55.00
Peoria	72.50	65.00	89.47	82.00	71.45	63.95
Denver, Colorado Springs, Pueblo	55.00	50.00	72.50	67.50	†60.00	†55.00

†Fares from Denver, Colorado Springs and Pueblo to Astoria and Portland, $5.00 less than above. *From Colorado and West one day later.

DESIGNED AND PRODUCED BY THE UNION LITHOGRAPH COMPANY, LOS ANGELES


NEW
INTERNATIONAL
EXPOSITION
NOW OPEN
CLOSING DAY DEC. 31-